

WAOW Television, WYOW Television, WMOW Television

EEO PUBLIC FILE REPORT

August 1, 2013 - July 29, 2014

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRS�") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Wake Up Wisconsin Producer	1, 3-4, 6, 9-12, 14-16, 18-26, 28, 30-37	19
Multimedia Journalist	1, 3-4, 6, 9-16, 18-26, 28, 30-37	14
Multimedia Journalist	1, 3-4, 6, 9-16, 18-26, 28, 30-37	19
Multimedia Photographer	1, 3-6, 9-12, 14-15, 18-22, 24-26, 28-37	20
Assistant Chief Engineer	1-4, 6, 9-12, 14-16, 18, 20-26, 28, 30-37	2
Multimedia Journalist	1, 3-4, 6, 9-12, 14-16, 18-22, 24-26, 28, 30-37	20
Account Executive	1, 3-5, 9-12, 14-16, 18, 20-22, 24-26, 28, 30-37	5
Internet Director	1, 3-4, 7, 9-12, 14-16, 18, 20-22, 24-28, 30-37	7
Multimedia Journalist	1, 3-4, 8-12, 14-16, 18, 20-22, 24-26, 28, 30-37	20
Multimedia Journalist	1, 3-4, 9-12, 14-16, 18, 20-26, 28, 30-37	20
Sports Multimedia Journalist	1, 3-5, 9-12, 14-18, 20-22, 24-26, 28, 30-37	17
Wake Up Wisconsin Producer	1, 3-4, 8-12, 14-16, 18, 20-22, 24-25, 28, 30-37	8
Multimedia Journalist	1, 3-4, 9-12, 14-16, 18, 20-22, 24-26, 28, 30-37	20
Meteorologist/Multimedia Journalist	1, 3-5, 9-12, 14-16, 18, 20-22, 24-26, 28, 30-37	5
Meteorologist	1, 3-5, 9-12, 14-16, 18, 20-22, 24-26, 28, 30-37	5

WAOW Television, WYOW Television, WMOW Television
EEO PUBLIC FILE REPORT
August 1, 2013 - July 29, 2014

II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Brown College 1345 Mendota Heights Road Room 1091 Mendota Heights, Minnesota 55120 Phone : 651-905-3541 Url : https://my.browncollege.edu/mycampus/employer Email : dfikis@browncollege.edu Dawn Fikis	Y	0
2	Bulletin Board	N	2
3	Carthage College 2001 Alford Dr Kenosha, Wisconsin 53141 Phone : 262-551-8500 Email : jfrederick@carthage.edu Jean Frederick	N	0
4	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : www.collectivetalent.com Email : bille@michaelsmedia.com Fax : 1-813-494-4555 Michael Bille	N	0
5	Employee Referral	N	6
6	Huntington University 2303 College Ave Huntington, Indiana 46750 Phone : 260-359-4040 Email : lrazor@huntington.edu Lynne Razor	N	0
7	Internal Transfer/Promotion	N	1
8	Job posting on internet www.irhirebroadcasting.com	N	2
9	KTIV- Kathy Clayton 3135 Floyd Blvd Sioux City, Iowa 51108 Email : kclayton@ktiv.com Kathy Clayton	N	0

WAOW Television, WYOW Television, WMOW Television**EEO PUBLIC FILE REPORT****August 1, 2013 - July 29, 2014****II. MASTER RECRUITMENT SOURCE LIST ("MRSL")**

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
10	KTTC- Jodi Neyens 6301 Bandel Rd NW Rochester, Minnesota 55901 Phone : (507) 535-8904 Email : jneyens@kttc.com Jodi Neyens	N	0
11	KWWL- Sandy Youngblut 500 East 4th St Waterloo, Iowa 50703 Phone : 319-291-1259 Email : syoungblut@kwwl.com Sandy Youngblut	N	0
12	Madison Media Institute 2702 Agriculture Drive Madison, Wisconsin 53718 Phone : 608-237-8312 Url : http://www.mediainstitute.edu/employers Laura Mael Manual Posting	N	0
13	Marathon County Job Service 364 Grand Ave Wausau, Wisconsin 54403 Phone : 888-258-9966 Url : www.wisconsinjobcenter.org Jill Buelow Manual Posting	N	0
14	Medialine PO Box 51909 Pacific Grove, California 93950 Phone : 1-800-237-8073 Url : www.medialine.com Email : medialine@medialine.com Mark Shillstone	N	1
15	Missouri School of Journalism 76G Gannett Hall Columbia, Missouri 65211 Phone : 573-882-0373 Email : willisb@missouri.edu Barbara Willis	N	0

WAOW Television, WYOW Television, WMOW Television
EEO PUBLIC FILE REPORT
August 1, 2013 - July 29, 2014

II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
16	New Jersey Herald- Robin Fichter PO Box 10 Newton, New Jersey 07860 Phone : 973-383-1170 Email : rfichter@njherald.com Robin Fichter	N	0
17	Non-Employee Referral Jude Wilbers	N	1
18	QNI- Ashley Borden 130 S 5th St Quincy, Illinois 62306 Phone : 217-223-3409 Email : aborden@qni.biz Ashley Borden	N	0
19	Station Website www.waow.com	N	8
20	TV Jobs PO Box 4116 Oceanside, California 92052 Phone : 760-754-8177 Url : www.tvjobs.com Mark Halloway Manual Posting	N	17
21	UW Eau Claire PO Box 4004 Eau Claire, Wisconsin Phone : 715-836-5358 Email : careers@uwec.edu Paula Collins	N	0
22	UW Green Bay 2420 Nicolet Dr Green Bay, Wisconsin Phone : 920-465-2163 Email : careers@uwgb.edu Career Services	N	0
23	UW Milwaukee/Placement Office PO Box 413 Milwaukee, Wisconsin 53201 Email : careerserv@uwm.edu Linda Walke	N	0

WAOW Television, WYOW Television, WMOW Television**EEO PUBLIC FILE REPORT****August 1, 2013 - July 29, 2014****II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")**

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
24	UW Platteville 0200 Ullsvik Hall Platteville, Wisconsin 53818 Phone : 608-342-1183 Email : careercenter@uwplatt.edu Career Center	N	0
25	UW Stevens Point 134 Old Main Building Stevens Point, Wisconsin 54481 Phone : 715-346-3226 Url : career@uwsp.edu Email : Jim.Haney@uwsp.edu Jim Haney	N	0
26	UW Stout 103 Administration Bldg Menomonie, Wisconsin 54751 Phone : 715-232-1601 Email : careerservices@uwstout.edu Career Services	N	0
27	UW Superior Main 135 Superior, Wisconsin 54880 Phone : 715-394-8024 Email : career@uwsuper.edu Pope Wright	N	0
28	UW Whitewater 226 McCutchan Hall Whitewater, Wisconsin 53190 Phone : 262-472-1511 Email : career@uww.edu Roger Pulliam	N	0
29	Waukesha County Technical College 800 Main St Pewaukee, Wisconsin 53072 Url : www.wisconsintechconnect.com Jean Donovan Manual Posting	N	0

WAOW Television, WYOW Television, WMOW Television**EEO PUBLIC FILE REPORT****August 1, 2013 - July 29, 2014****II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")**

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
30	WBA 44 E Mifflin St Ste 900 Madison, Wisconsin 53703 Phone : 608-255-2600 Url : www.wi-broadcasters.org Michelle Vetterkind Manual Posting	N	0
31	WGEM- Kathy Woodworth 513 Hampshire St, PO Box 80 Quincy, Illinois 62306 Phone : 217-228-6621 Email : dvancil@wgem.com Kathy Woodworth	N	0
32	Winona State University 110 Gildemeiste Hall Winona, Minnesota 55987 Phone : 507-457-5878 Email : career@winona.edu Career Services	N	0
33	WKOW- Melissa Syverud 5727 Tokay Blvd Madison, Wisconsin 53719 Phone : 608-661-2794 Email : msyverud@wkow.com Melissa Syverud	N	0
34	WREX- Trista Truesdale PO Box 530 Rockford, Illinois 61105 Email : ttruesdale@wrex.com Trista Truesdale	N	0
35	WSJV- Ed Kral PO Box 28 South Bend, Indiana 46624 Phone : 574-343-5350 Email : hstewart@fox28.com Ed Kral	N	0
36	WVVA- Audrey Sluss PO Box 1930 Bluefield, West Virginia 24701 Phone : 304-324-0659 Email : Asluss@wvva.com Audrey Sluss	N	0

WAOW Television, WYOW Television, WMOW Television
EEO PUBLIC FILE REPORT
August 1, 2013 - July 29, 2014

II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
37	WXOW/WQOW- Theresa Wopat PO Box C-4019 LaCrosse, Wisconsin 54602 Phone : 5078959872 Email : twopat@wxow.com Theresa Wopat	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			38

WAOW Television, WYOW Television, WMOW Television

EEO PUBLIC FILE REPORT

August 1, 2013 - July 29, 2014

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
1	8/1/2013	Participation in other activities designed by the station employment unit	<p>WAOW offers tours of the TV station. We average at least one tour every week over the course of a year.</p> <p>We offer tours of WAOW from 9am-7pm to educate and inform guests about the broadcast industry. The tour takes about 45 minutes depending on how many questions people have. There's roughly a 30 person maximum with this tour.</p>	3	Chief Meteorologist Evening Meteorologist Weekend Meteorologist	1.00
2	11/7/2013	Participation in scholarship programs	<p>The Wisconsin Broadcasters Association (WBA) has established a scholarship program which extends scholarships to worthy students on an annual basis.</p> <p>WAOW Station Manager Brad Heinkel reviewed the WBA Foundation Scholarship Applications and rated each student finalist. The ratings were submitted to the WBA in November, 2013. Information about the scholarship program and requirements as well as scholarship applications were available on request at WAOW Television, Inc.</p>	1	Station Manager	1.00
3	1/22/2014	Provision of training to management	Station personnel attended "Hiring Smart for Broadcasters: Legal Issues in Hiring and Effective Strategies to Promote Equal Employment Opportunity and Prevent Unlawful Discrimination" presentation which was held as part of the WBA's 2014 Winter Conference on Wednesday, January 22, 2014 from 10:45 AM - 11:45 AM at the Madison Concourse Hotel, Madison, Wisconsin.	2	Station Manager Senior Administrative Assistant	1.00
4	1/22/2014	Participation in Job Fairs	On January 22, 2014 WAOW-TV hiring representatives Kelly Fuller and Brad Heinkel attended the Wisconsin Broadcasters Association Career Fair which was held as part of the 2014 Winter Conference at the Concourse Hotel in Madison, Wisconsin. Approximately 100 job seekers were in attendance.	2	Administrative Assistant Station Manager	0.25

WAOW Television, WYOW Television, WMOW Television

EEO PUBLIC FILE REPORT

August 1, 2013 - July 29, 2014

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
5	4/11/2014	Participation in Job Fairs	Wausau School District Career Fair held at Northcentral Technical College on Friday, April 11, 2014 from 8:30 am-2:10 pm in Wausau, Wisconsin. Approximately 1,300 8th grade students from multiple school districts attended the career fair.	6	Wake Up WI Anchor Administrative Assistant Chief Meteorologist Station Manager	0.25
6	5/12/2014	Establishment of an intern program designed to assist members of the community	WAOW offers a paid internship program called Quinternships. The purpose behind the Quinternship Paid Internship Program is to offer students in the field of journalism, broadcasting, communication and related fields the opportunity to gain hands-on experience in broadcast television, radio, and digital information. Students who participate will gain a wide variety of practical experience and will receive an hourly wage. The company strives to offer this opportunity to a diverse group of Interns. Each Quintern is assigned a mentor and there is curriculum for each position. The station hosted a student internship during the Summer of 2014. The intern was a Professional Communication & Emerging Media student at University of Wisconsin - Stout.	1	News Director	1.00
7	5/13/2014	Establishment of training programs for station personnel	The 2014 Walker Broadcast Management Institute, held May 13-15, with 1 WAOW manager in attendance. The Institute- the first of its kind sponsored by a State Broadcasters Association, was held on the campus of the University of Wisconsin-Madison in conjunction with the UW School of Business. This year's 3-day Management Institute spent full days on the following topics: Customer Service, Financial Management for Broadcasters and Leadership.	1	News Director	1.00

WAOW Television, WYOW Television, WMOW Television

EEO PUBLIC FILE REPORT

August 1, 2013 - July 29, 2014

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
8	5/27/2014	Establishment of an intern program designed to assist members of the community	WAOW offers a paid internship program called Quinternships. The purpose behind the Quinternship Paid Internship Program is to offer students in the field of journalism, broadcasting, communication and related fields the opportunity to gain hands-on experience in broadcast television, radio, and digital information. Students who participate will gain a wide variety of practical experience and will receive an hourly wage. The company strives to offer this opportunity to a diverse group of Interns. Each Quintern is assigned a mentor and there is curriculum for each position. The station hosted a student internship during the Summer of 2014. The intern was a Meteorology student at University of Wisconsin - Madison.	2	News Director Chief Meteorologist	1.00
9	5/27/2014	Establishment of an intern program designed to assist members of the community	WAOW offers a paid internship program called Quinternships. The purpose behind the Quinternship Paid Internship Program is to offer students in the field of journalism, broadcasting, communication and related fields the opportunity to gain hands-on experience in broadcast television, radio, and digital information. Students who participate will gain a wide variety of practical experience and will receive an hourly wage. The company strives to offer this opportunity to a diverse group of Interns. Each Quintern is assigned a mentor and there is curriculum for each position. The station hosted a student internship during the Summer of 2014. The intern was a Radio-TV-Film student at University of Wisconsin - Oshkosh.	2	News Director Sports Director	1.00

WAOW Television, WYOW Television, WMOW Television

EEO PUBLIC FILE REPORT

August 1, 2013 - July 29, 2014

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
10	6/2/2014	Establishment of an intern program designed to assist members of the community	WAOW offers a paid internship program called Quinternships. The purpose behind the Quinternship Paid Internship Program is to offer students in the field of journalism, broadcasting, communication and related fields the opportunity to gain hands-on experience in broadcast television, radio, and digital information. Students who participate will gain a wide variety of practical experience and will receive an hourly wage. The company strives to offer this opportunity to a diverse group of Interns. Each Quintern is assigned a mentor and there is curriculum for each position. The station hosted a student internship during the Summer of 2014. The intern was a Economics, film student at Columbia University.	2	Promotions Manager Promotions Assistant	1.00
11	6/16/2014	Provision of training to management	Held a HR training session in the weekly department head meeting on "Child Labor Law Regulations" on Tuesday, June 17th, 11 AM.	9	Station Manager Senior Administrative Assistant News Director Promotions Manager	1.00
12	6/18/2014	Participation in Job Fairs	On June 18, 2014 WAOW-TV hiring representatives Kelly Fuller and Joe Tessmer attended the Wisconsin Broadcasters Association Career Fair which was held as part of the 2014 Summer Conference at the Blue Harbor Resort in Sheboygan, Wisconsin. Approximately 100 job seekers were in attendance.	2	General Sales Manager Senior Administrative Assistant	0.25
13	6/18/2014	Provision of training to management	Station personnel attended "Legal Issues and Effective Strategies to Prevent Unlawful Discrimination During the Employment Relationship" presentation which was held as part of the WBA's 2014 Summer Conference on Wednesday, June 18, 2014 from 4:00 PM - 5:00 PM at the Blue Harbor Resport in Sheboygan, Wisconsin.	2	General Sales Manager Senior Administrative Assistant	1.00

WAOW Television, WYOW Television, WMOW Television**EEO PUBLIC FILE REPORT****August 1, 2013 - July 29, 2014****III. RECRUITMENT INITIATIVES**

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
14	7/10/2014	Establishment of training programs for station personnel	Lauren Magiera, WAOW Sports Director attended the 2014 WBA's 2014 Doug Chickering - WIAA Sports Workshop, held Thursday, July 10, 2014 at Miller Park in Milwaukee, Wisconsin.	1	Sports Director	1.00
15	7/14/2014	Provision of training to management	WAOW-TV hiring representatives Kelly Fuller and Brad Heinkel attended "Dealing with Difficult People" seminar which was held by Fred Pryor Seminars on Monday, July 14, 2014 from 9:00 AM - 4:00 PM at the Sleep Inn in Eau Claire, Wisconsin.	2	Station Manager Senior Administrative Assistant	1.00
TOTAL POINTS OVER REPORTING PERIOD:						12.75